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SMOKEY

For over 40 years an
American symbol
of strength and vigilance



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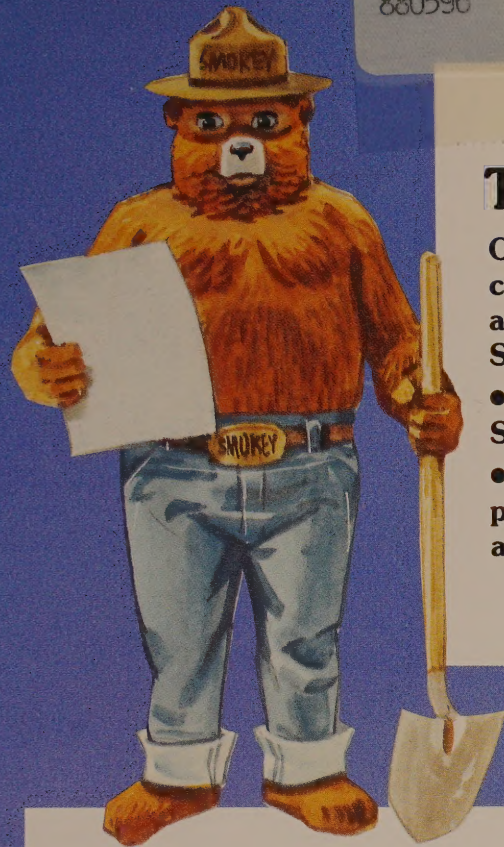
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Forest Service
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THE EXPOSURE

Over the years, no one has received more public service advertising exposure than Smokey Bear.

- 1984 media support for Smokey was \$43,500,000.
- Smokey messages were printed in 2,400 newspapers and magazines.

- 820,000 Smokey public service spots were played on radio stations.
- Smokey messages entered American households nearly 860 million times through television announcements.
- There are 6,000,000 Junior Forest Rangers. 500,000 joined Smokey's friends just last year.

- 3,000,000 people visit Smokey's living symbol at the National Zoo in Washington, D.C. each year.
- Smokey has his own zip code and receives several hundred letters *every day*.

THE IMAGE

Smokey's image has endured for over 40 years, and he is as popular today as ever before.

- Smokey is the second most widely recognized animal symbol in America today.
- Smokey is universally recognized. In a recent survey

based on a random sample of men, women and children over 10 years of age, 98 percent of the respondents could identify Smokey from his picture.

- 95 percent of the persons surveyed could correctly complete the phrase, "REMEMBER, only YOU _____"



THE MARKET

The exposure gained from being associated with a successful person or character is impossible to convert into dollars. In addition to the hundreds of concession stores in State and National Parks and Forests, there are hundreds of thousands of other potential markets for Smokey products. Consider that in the United States there are:

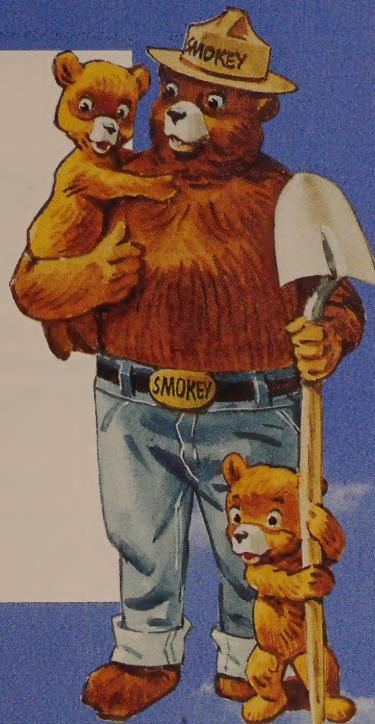
- 53,135 Sporting Goods Dealers
- 58,000 Gift and Greeting Card Shops
- 41,000 Hardware Stores
- 20,300 Hobby, Toy and Game Stores
- 57,014 Department, Variety and General Stores
- 6,846 Discount Stores
- 49,000 Drug Stores
- 4,978,940 Owners of Recreational Vehicles
- 1,940,000 Subscribers to *Field and Stream Magazine*

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